Carrier

United Technologies

Carrier EMEA

Carrier Brand Identity Guidelines

August 2013

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Introduction

In this new edition of the Carrier Guidelines, you will find the new graphic identities which were developed to preserve each brand's equity and familiarity to customers, distributors and partners. The inclusion of the United Technologies brand bar leverages the strength and reputation of UTC.

"By uniting our leading brands, we can raise our visibility with many customer segments, especially in the buildings market," said John Mandyck, vice president, Sustainability, Marketing & Communications.

Carrier has a unique offer of solutions and expertise of which it is proud and about which it is confident. The Carrier brand should be reflected as such in all our communications. These guidelines were developed to streamline the implementation of the Carrier visual identity and to ensure graphic consistency and brand continuity for Carrier EMEA globally.

These guidelines are meant for all of us. Please read them and be guided by them. Our corporate identity is fundamental to the continued success of the Carrier enterprise.

As corporate identities evolve, these guidelines will be adapted when necessary.

Success of the Carrier brand recognition depends on consistent use of the guidelines in day-to-day practice.

Compliance with these guidelines will be monitored by the UTC Climate, Controls & Security EMEA Marketing Communications and Legal Departments.

Questions regarding these guidelines should be directed to:

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Communications Coordinator
Carrier Commercial Refrigeration
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or

Marketing Communications Team
E-mail: carrier.emea.communications@carrier.utc.com

Brand Architecture

Master Brand

United Technologies

Corporate Brand Signatur

United Technologies

Climate | Controls | Security

Brand Signatures

Carrier

United Technologies

Carrier

United Technologies

turn to the experts

This architecture requires many market brands to incorporate the new UTC brand bar to solidify the connection to United Technologies.
This change applies only to market-facing brands. Product brand identifiers (i.e. CO_2OLtec, HybridCO_2OL...) are not impacted.

Carrier Oval Logo

In an ongoing effort to leverage the value of the United Technologies Corp. (UTC) brand with our own, we are presenting the new Carrier brand identity which incorporates the UTC brand bar.

Carrier Oval Logo with brand bar

This new Carrier brand signature will be used on all **sales related support materials** designed to reinforce brand identities with customers.

Further, the Carrier brand signature will be used on
- all promotional & advertising materials,
- product literature,
- goodies,
- customer correspondence,
- stationery,
- business cards,
- signage.

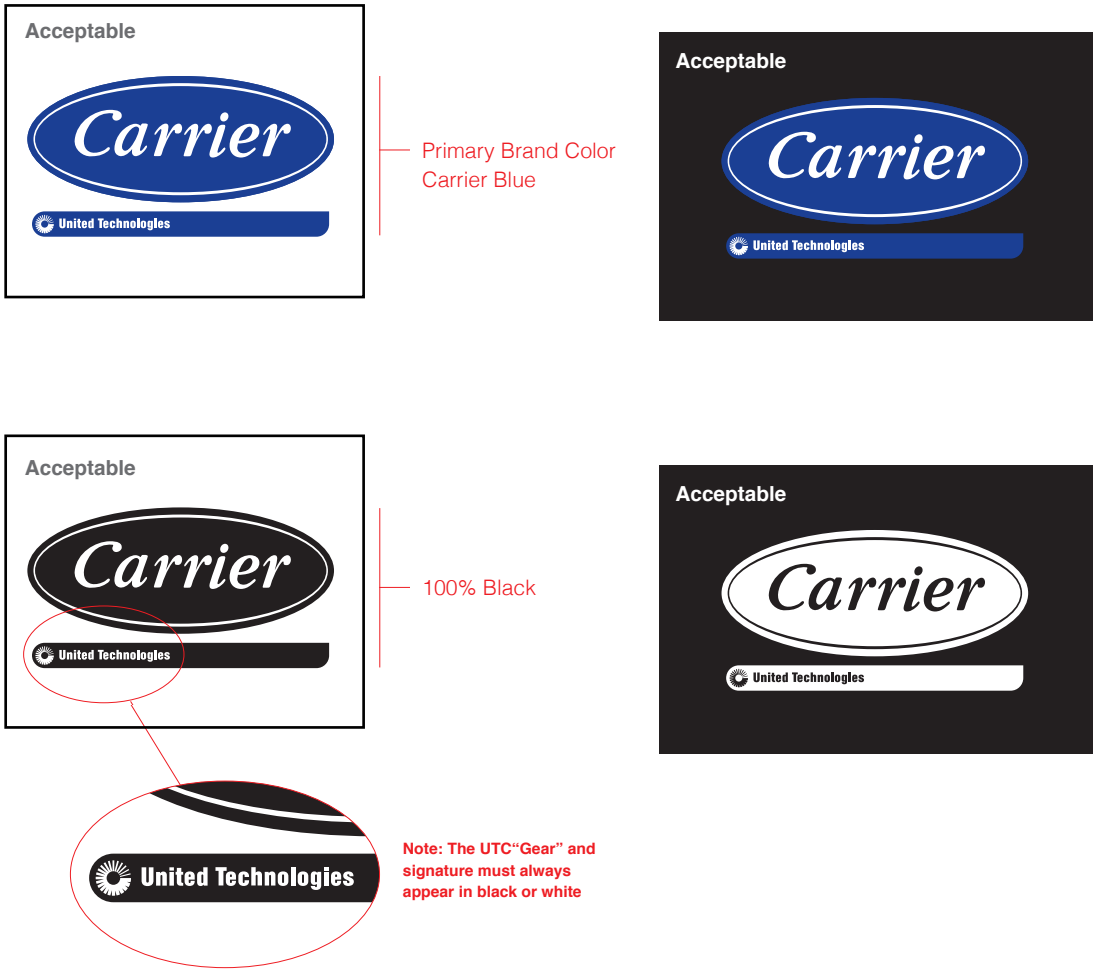
Usage and Color

The correct reproduction of the Carrier brand signature can only be achieved by using the original master artwork files. They must not be redrawn or recreated from separate graphic or type elements.

The preferred usage of the brand signature is on a white or light background. However, it can be reversed out of black or color. The brand signature can also be displayed on an image in its positive form or in white. It should be placed in an area that is not visually complicated to distract from the legibility of the brand signature. Color is one of the most memorable elements of our brand. As part of the overall brand program we will continue to use our legacy Carrier Blue. Color specifications are listed below.

There are three approved versions of the Carrier Oval:

- The **Blue Oval** is used for color applications against a white, light or dark background.
- The **Black Oval** logo is used for one-color applications against a light background.
- The **Inverted Oval** logo is used for one-color applications against a dark background.



Sustainability Logo

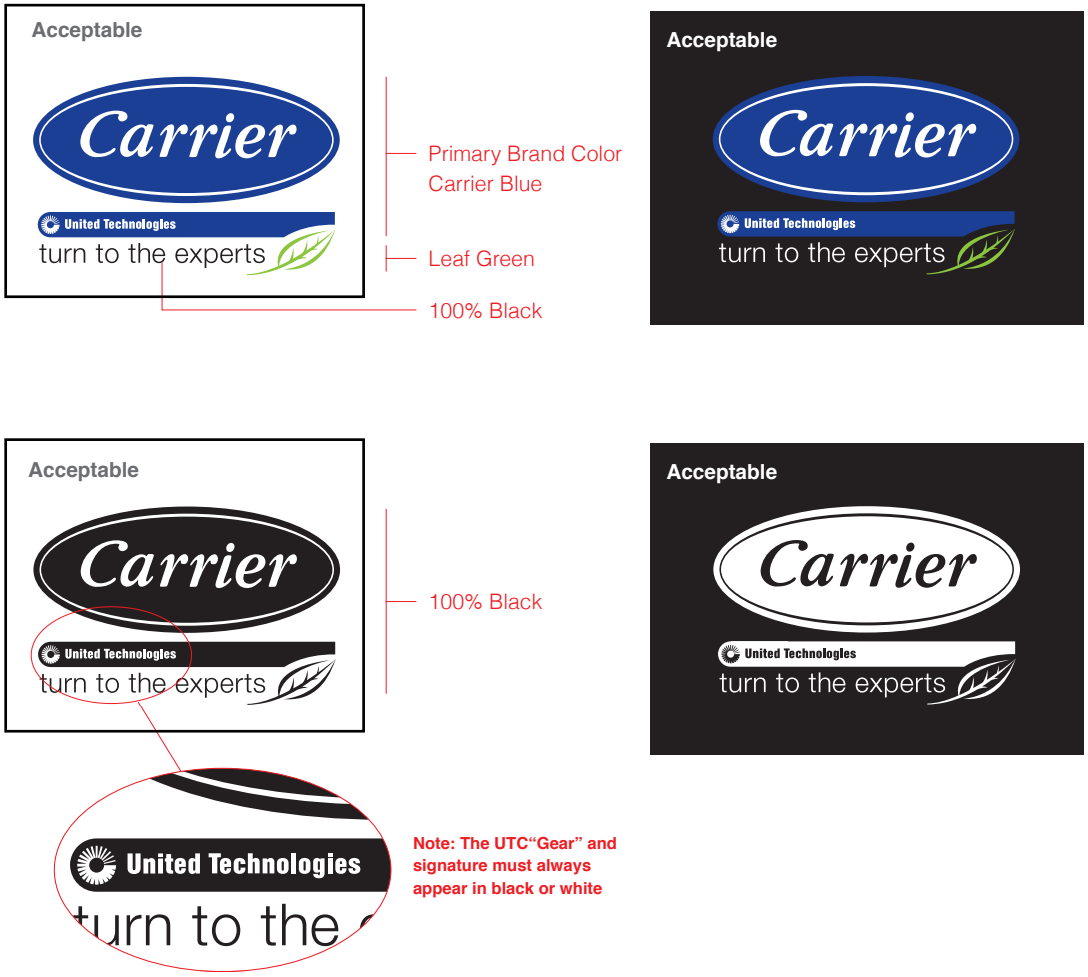
The Carrier Sustainability Logo
As an alternative to the Carrier Oval, use the Sustainability (turn to the experts) Logo to communicate Carrier's leadership, expertise and environmental advancements in products and services.

The combination of the Carrier Oval, the tag line and the stylized leaf design is a single element. Only the phrase "turn to the experts" has been approved as a tagline with the Carrier Oval.

Usage and placement preferences remain the same when using the brand signature with the "turn to the experts" tagline. We will continue to use our legacy Carrier blue with the addition of the new Carrier Leaf Green and black that appear in the tagline.

Never use the Sustainability Logo to represent Carrier as a corporation or financial enterprise.

In Europe, the Carrier Sustainability logo is dedicated to BSS and should not be used by the CCR units.



Clear space, positioning, minimum size

Logo positioning

The preferred position of the Carrier logo is near the top left corner of brochure front covers, posters, display panels etc. (with the margins as illustrated) and in the top right corner for letterheads, fax forms, announcement and similar documents.

Minimum size

The minimum size is dictated by legibility of the type located in the brand bar. The brand signature should not be reproduced below the minimum size of 19 mm inch in width for print and presentation programs or 95 pixels for online use.

Minimum Size

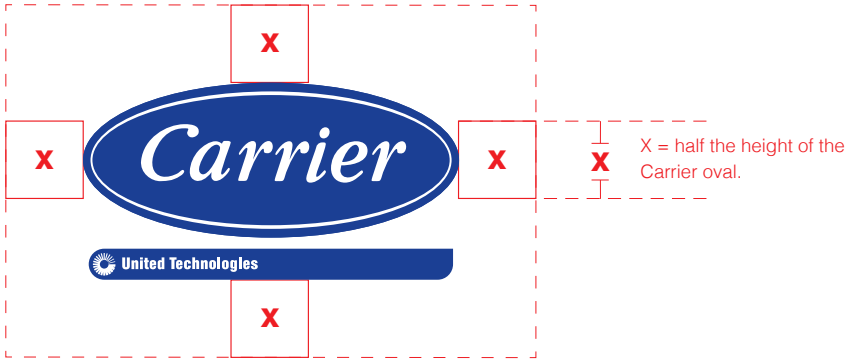
- 0.75 inch – print
- 19 mm – print
- 95 pixels – online

Minimum Size

- 0.75 inch – print
- 19 mm – print
- 95 pixels – online

Clear space

For maximum impact, a minimum clear space must surround the brand signature as displayed below. This will form an invisible frame around the brand signature and ensure it is properly staged.



Standard Versus Minimum Sizes

Standard size

1.5 inch - print
40 mm - print
190 pixels - online

Minimum size

0.75 inch - print
19 mm - print
95 pixels - online

The brand signature is provided in two sizes, standard and minimum. The standard size can be utilized in most situations.
Minimum size files should be used by designers and graphic professionals.

Employees may only use minimum size files without adjustment. The minimum size is dictated by legibility of the type located in the brand bar.

The brand signature should not be reproduced below the minimum size of 19 mm in width for print and presentation programs such as Microsoft PowerPoint, or 95 pixels for online use.

The standard size logo should not be reduced in size.
Standard size files may be enlarged to meet any need.
Minimum size logo can only be used without adjustment to size = cannot be enlarged, cannot be reduced in size.

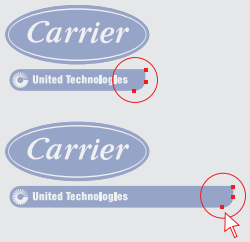
If a size is required that is less than the standard but greater than the minimum size (i.e. between 19 mm and 40 mm width), contact EMEA Marketing & Communications Team to receive guidance.

Scaling the brand signature *(designers and graphic professionals only)*

Step 1

Minimum Size

Step 2



Step 3

The only acceptable method for enlarging the minimum size brand signature is by first extending the length of the brand bar. It is not acceptable to alter the size of the United Technologies name and “Gear” within the bar.
The UTC name and symbol must retain the spatial relationship to the top and bottom edges of the brand bar set in the minimum size brand signature.

1. Start with one of the .eps files of a minimum size brand signature and open it in Adobe Illustrator.

2. Resize the brand bar by using the direct selection tool (white arrow) and dragging the cursor over the right side of the brand bar, selecting all three points at the end of the bar.
This will ensure the radius of the bottom right corner will remain in its original form. Now move the three selected points to the right to achieve the desired length.

3. Now scale the brand identifier proportionally to align to the right side of the brand bar.

Incorrect use

Unacceptable: Never use on backgrounds that provide low contrast

Unacceptable: Never use an unapproved color palette

Unacceptable: Never use as a pattern

Unacceptable: Never disassemble elements

Unacceptable: Never use with strapline

Unacceptable: Never add highlight or other effects

Do not attempt to recreate, redraw, repeat or distort the graphic or type elements of the brand signature. Likewise do not change the color or tint of the brand signature. Additionally, it is unacceptable to use the “A United Technologies Company” or “A UTC Fire & Security Company” straplines.

The proper reproduction of the brand signature can only be achieved by using the official files provided with this document from the EMEA Marketing & Communications Team.

Color specifications

Carrier Oval with brand bar	Pantone	CMYK	RGB
Carrier / United Technologies	PMS 072 C	C: 100 M: 85 Y: 0 K: 0	R: 21 G: 44 B: 115

Carrier blue, the Oval brand color, is a central component to the Oval's instantaneous, global brand recognition.
The only other approved colors are 100% black, or bright white.

Pantone® is used for offset lithography when printing spot color, CMYK is used when printing four-color process offset lithography, RGB is used when displaying colors on a computer monitor.

Primary Brand Color = "Carrier blue"	Pantone	CMYK	RGB
	PMS 072 C	C: 100 M: 85 Y: 0 K: 0	R: 21 G: 44 B: 115

Secondary Brand Colors	Pantone	CMYK	RGB
		C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0
		C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255
	PMS 376	C: 50 M: 0 Y: 100 K: 0	R: 130 G: 191 B: 64

Typography

While the Carrier logo plays the principal role in communicating our visual image to customers, it should be supported by a complementary and legible style of typography for other text appearing on the same page.

The corporate font to be used is **Helvetica**. As Helvetica is a font not available on all computers, Carrier has also accepted the use of **Arial**.

The other acceptable font for typing letters and memos is **Times New Roman**.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Helvetica light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Helvetica Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Arial Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Arial Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 **(Times New Roman)**

Introduction

The Carrier stationery **can be printed in CMYK**. To guarantee color quality, it is advisable always to print on Conqueror Diamond CX22 (Arjo Wiggings). This type of paper is universally available in different weights.

Conqueror Diamond CX22 320 g should be used for business cards and compliments slips; Conqueror Diamond CX22 100 g for letterheads.

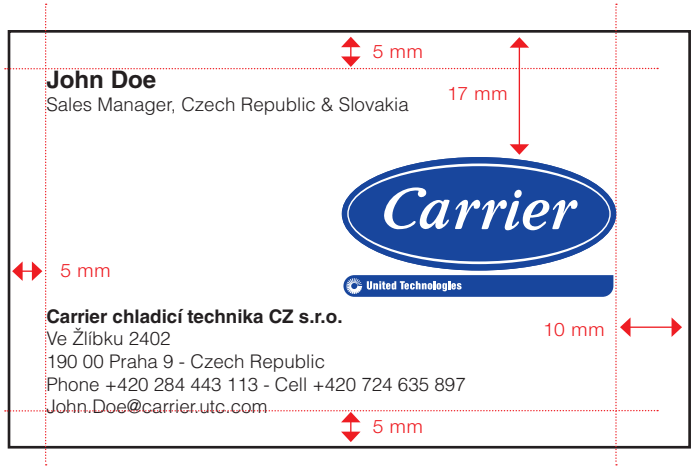
The logo to be use for all the stationeries (except email signature) is named Carrier_Stationery

Business cards

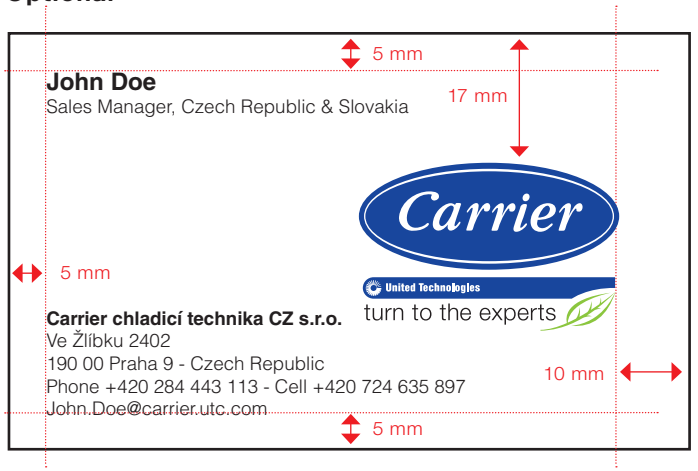
9 point Helvetica Bold
7 point Helvetica Light

7 point Helvetica Bold
Address and other
7 point Helvetica Light

Standard



Optional



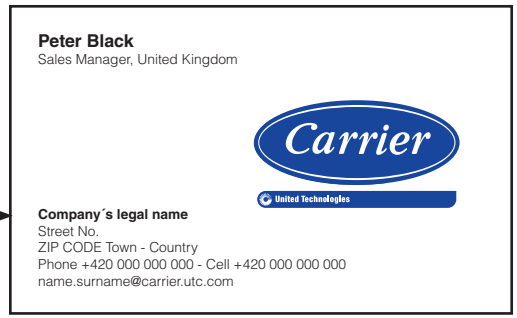
Size of business card = 55 mm x 90 mm
Height of logo = 15 mm
Color of logo = Pantone PMS 072 C
Paper = 300g, coated

Examples:

Regional functions

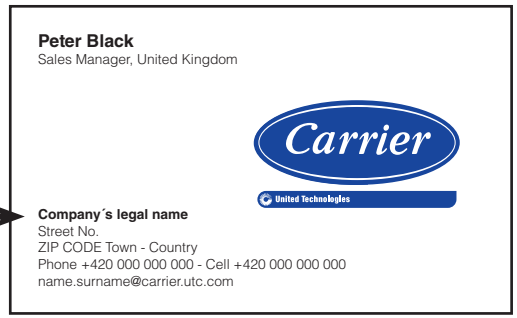
Local functions

Name of respective legal entity →



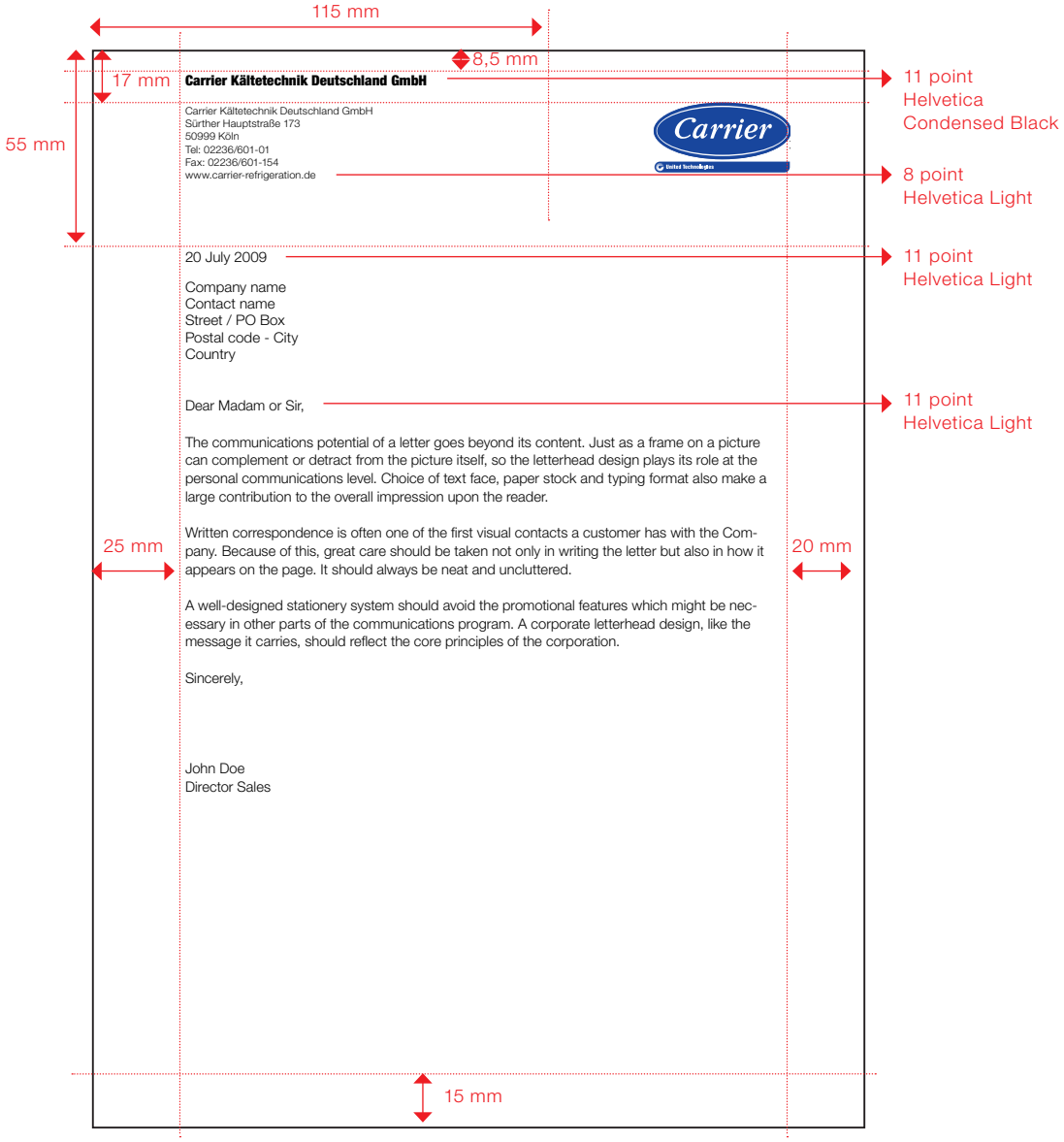
CCR + HVAC joint functions

Name of respective legal entity if relevant →



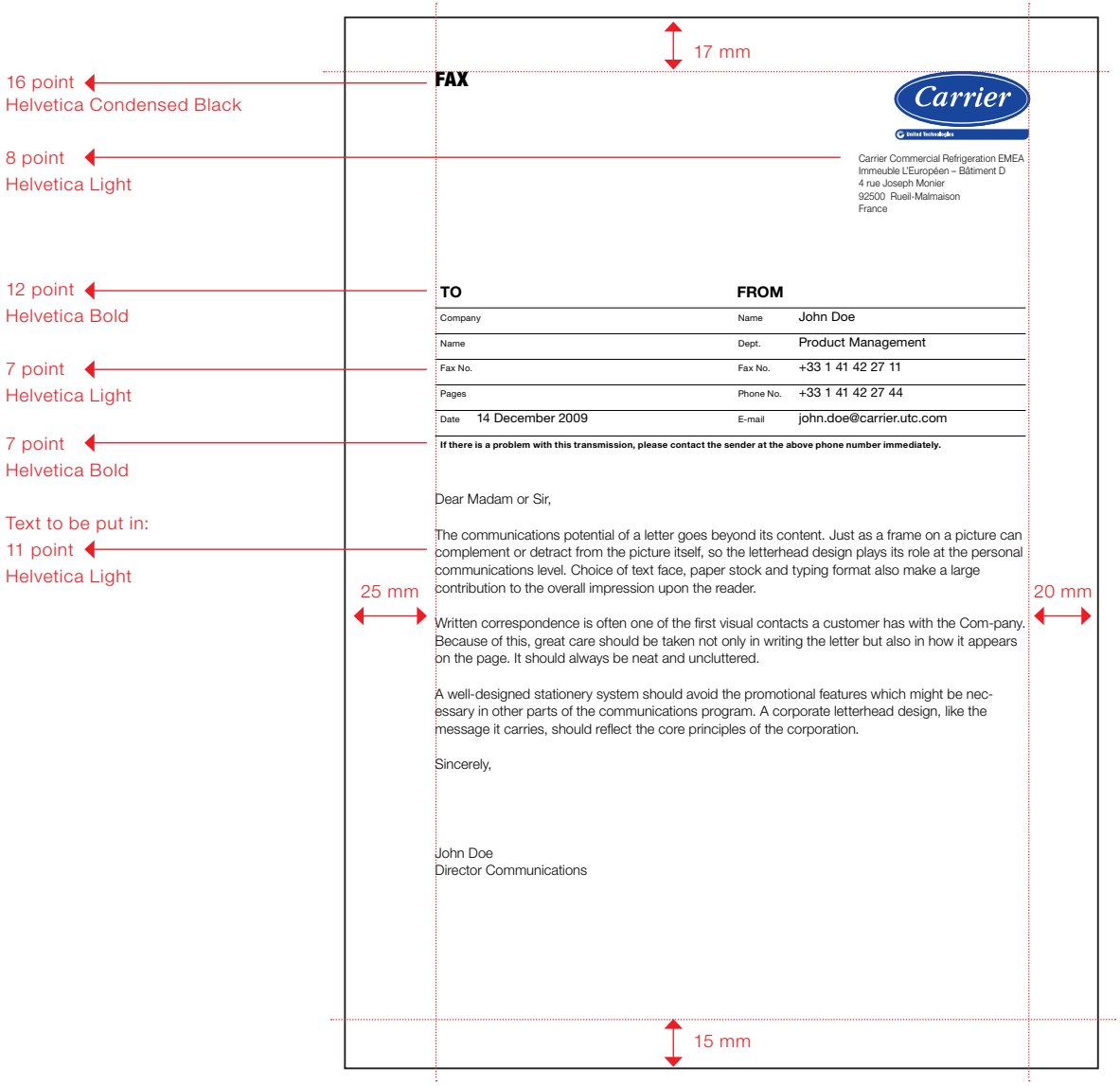
Please use the logo file named Carrier_Stationery.

Letterhead


115 mm
8,5 mm
17 mm
55 mm
Carrier Kältetechnik Deutschland GmbH
Carrier Kältetechnik Deutschland GmbH
Sürther Hauptstraße 173
50999 Köln
Tel: 02236/601-01
Fax: 02236/601-154
www.carrier-refrigeration.de
11 point
Helvetica
Condensed Black
8 point
Helvetica Light
20 July 2009
11 point
Helvetica Light
Company name
Contact name
Street / PO Box
Postal code - City
Country
Dear Madam or Sir,
11 point
Helvetica Light
The communications potential of a letter goes beyond its content. Just as a frame on a picture can complement or detract from the picture itself, so the letterhead design plays its role at the personal communications level. Choice of text face, paper stock and typing format also make a large contribution to the overall impression upon the reader.
25 mm
Written correspondence is often one of the first visual contacts a customer has with the Company. Because of this, great care should be taken not only in writing the letter but also in how it appears on the page. It should always be neat and uncluttered.
20 mm
A well-designed stationery system should avoid the promotional features which might be necessary in other parts of the communications program. A corporate letterhead design, like the message it carries, should reflect the core principles of the corporation.
Sincerely,
John Doe
Director Sales
15 mm

1. Adapt address in header.
2. Insert legal information (e.g. VAT number or organization registration number) in footer to left (Arial, 8 pt), if required.
3. Save as template on local server.
4. Distribute internally.

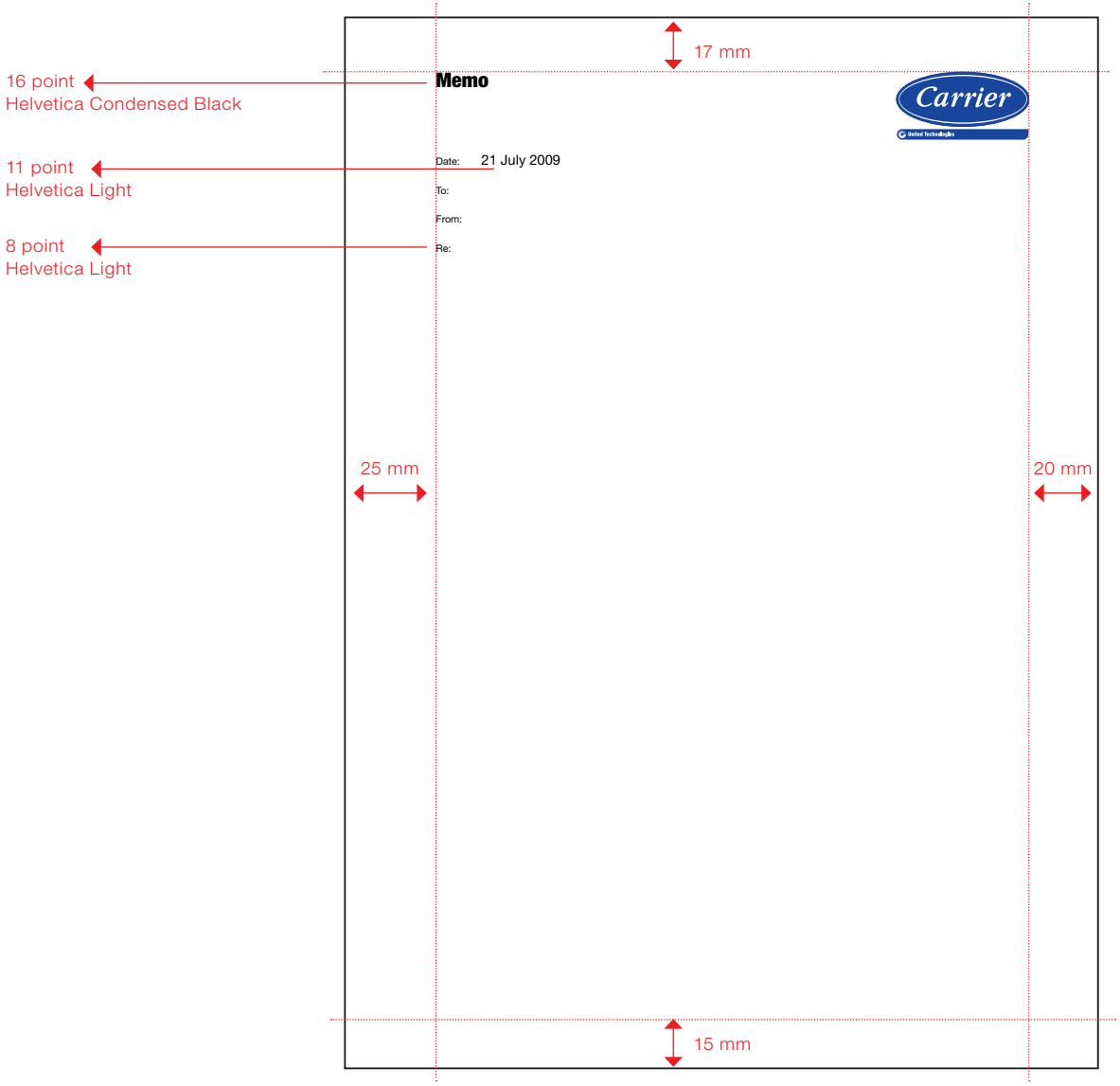
Please use the logo file named Carrier_Stationery.


17 mm
16 point
Helvetica Condensed Black
FAX
8 point
Helvetica Light
Carrier Commercial Refrigeration EMEA
Immeuble L'Européen – Bâtiment D
4 rue Joseph Monier
92500 Rueil-Malmaison
France
12 point
Helvetica Bold
TO
FROM
7 point
Helvetica Light
Company
Name
Fax No.
Pages
Date 14 December 2009
Name John Doe
Dept. Product Management
Fax No. +33 1 41 42 27 11
Phone No. +33 1 41 42 27 44
E-mail john.doe@carrier.utc.com
7 point
Helvetica Bold
If there is a problem with this transmission, please contact the sender at the above phone number immediately.
Text to be put in:
11 point
Helvetica Light
Dear Madam or Sir,
The communications potential of a letter goes beyond its content. Just as a frame on a picture can complement or detract from the picture itself, so the letterhead design plays its role at the personal communications level. Choice of text face, paper stock and typing format also make a large contribution to the overall impression upon the reader.
25 mm
20 mm
Written correspondence is often one of the first visual contacts a customer has with the Com-pany. Because of this, great care should be taken not only in writing the letter but also in how it appears on the page. It should always be neat and uncluttered.
A well-designed stationery system should avoid the promotional features which might be nec-essary in other parts of the communications program. A corporate letterhead design, like the message it carries, should reflect the core principles of the corporation.
Sincerely,
John Doe
Director Communications
15 mm

1. Adapt address in header.
2. Translate “If there is a problem with…“ and footer into local language.
3. Save as template on local server.
4. Distribute internally.
5. Employees make their own changes in “FROM“ column.
6. Save as local template.

Please use the logo file named Carrier_Stationery.

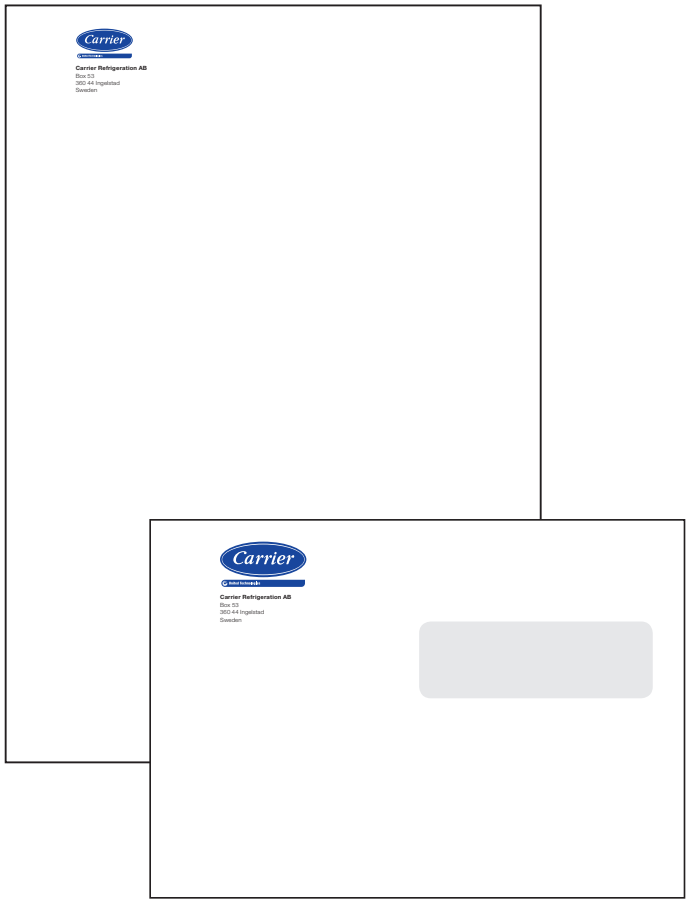
Memo



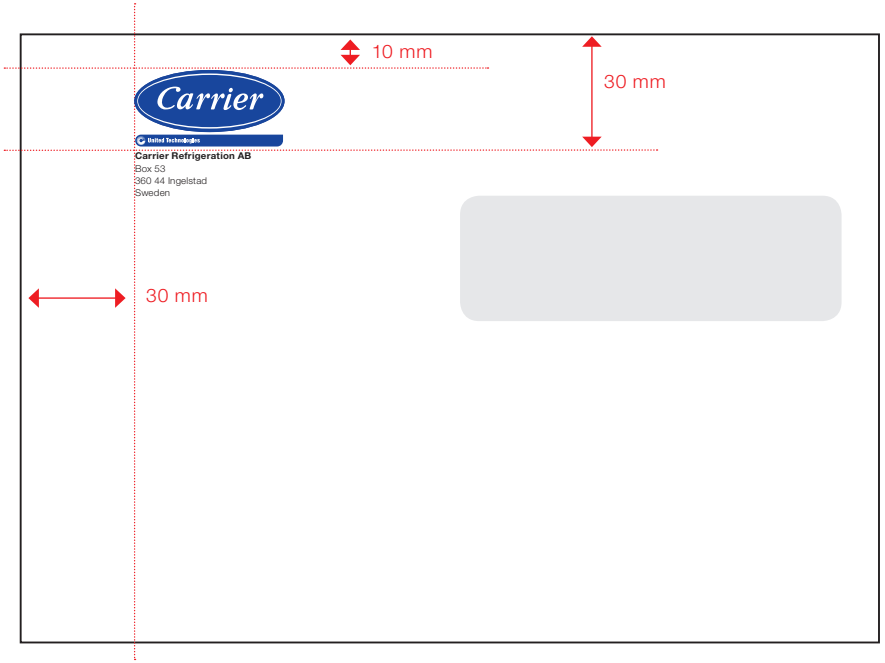
1. Save as template on local server.
2. Distribute internally.

Please use the logo file named Carrier_Stationery.

Envelopes



8 point Helvetica Bold
8 point Helvetica Light



Please use the logo file named Carrier_Stationery.

External Communication

Model (Typeface: Arial – Body text: 9)

Name SURNAME

Title | Company (or Area of responsibility)

Direct phone line | Mobile phone
E-mail address | Country website

Example

John DOE

Product Manager | Carrier Commercial Refrigeration

Direct line: +33 1 41 42 00 00 | Mobile: +33 6 34 36 00 00
john.doe@carrier.utc.com | www.carrier-refrigeration.com

Internal Communication

Model (Typeface: Arial – Body text: 9)

Name SURNAME

Title | Company

Direct phone line | Mobile phone

Example

John DOE

Sales Manager | Carrier Commercial Refrigeration

Direct line: +33 1 41 42 00 00 | Mobile: +33 6 34 36 00 00

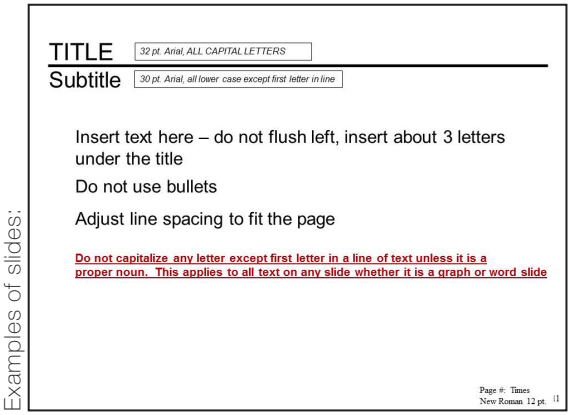
PowerPoint template

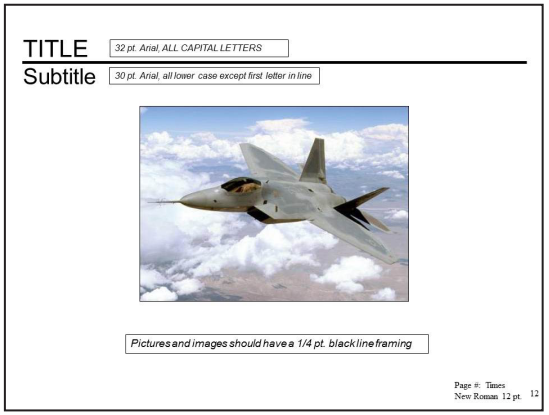
Brand Cover Page

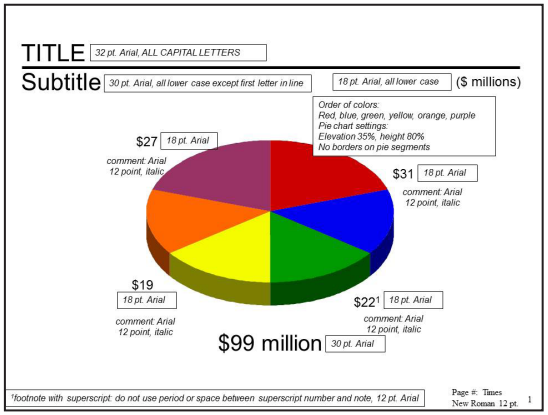
For internal and external presentations use the official and approved PowerPoint template.
In keeping with our strategy to lead with our brands, PowerPoint cover pages should use only the brand logo. The new brand association reflects United Technologies. Therefore it is not necessary to use the UTC or UTC Climate, Controls & Security logo.

Slides inside the presentation must follow UTC presentation templates:
http://coolaccess.utc.com/Pages/CCS_PPT_Template.aspx

Examples of slides:


TITLE
32 pt. Arial, ALL CAPITAL LETTERS
Subtitle
30 pt. Arial, all lower case except first letter in line
Insert text here – do not flush left, insert about 3 letters under the title
Do not use bullets
Adjust line spacing to fit the page
Do not capitalize any letter except first letter in a line of text unless it is a proper noun. This applies to all text on any slide whether it is a graph or word slide
Page #: Times New Roman 12 pt. 11


TITLE
32 pt. Arial, ALL CAPITAL LETTERS
Subtitle
30 pt. Arial, all lower case except first letter in line
Pictures and images should have a 1/4 pt. black line framing
Page #: Times New Roman 12 pt. 12


TITLE
32 pt. Arial, ALL CAPITAL LETTERS
Subtitle
30 pt. Arial, all lower case except first letter in line
18 pt. Arial, all lower case
($ millions)
Order of colors:
Red, blue, green, yellow, orange, purple
Pie chart settings:
Elevation 35%, height 80%
No borders on pie segments
$27
18 pt. Arial
comment: Arial 12 point, italic
$31
18 pt. Arial
comment: Arial 12 point, italic
$19
18 pt. Arial
comment: Arial 12 point, italic
$221
18 pt. Arial
comment: Arial 12 point, italic
$99 million
30 pt. Arial
1footnote with superscript: do not use period or space between superscript number and note, 12 pt. Arial
Page #: Times New Roman 12 pt. 1

Introduction

The work unifroms and company branded apparel are a very useful way to promote our brand. Factory workers, service technicians, sales peole all reprensent Carrier.

If you plan to provide partners, sub-contractors or dealers with branded clothes, contact the Marketing & Communication Team to obtain guidance.

Heat press technology should be used where possible for all clothing and apparel. Standard files may be used for this method, whilst embroidery necessitates special files, which are only available on request and following WHQ approval to use embroidery.

When the heat press method is used, the logo is used in its entirety, with the United Technologies bar. In embroidery applications however, the UTC association is to appear on the left sleeve.

Heat Press

Recommended width: 3.5 inch or 90 mm.

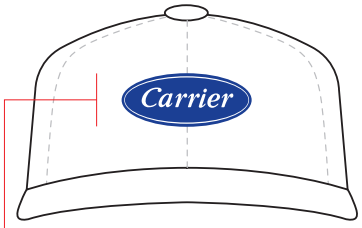
Heat Press

"Heat press" technology is the preferred method for shirts and other apparel. This technology will allow the brand signature to reproduce properly on a garment at an appropriate size.

Heat press methods do not require special brand signature files.

Example for factory workers

Embroidery



Because of the limitations of embroidery, the brand identifier may appear in the front of the hat without the brand bar.

Embroidery

"Heat press" technology is the preferred method for shirts and other apparel. However, due to the technical limitations of heat press, this method cannot be used for all applications. In these cases standard embroidery may be used.

Special embroidery files are available on request to maintain the brand mark within the limits of embroidery. These files should be used only for embroidery and cannot be used in print, on collateral or other materials.
To obtain these files, contact your EMEA Communications and Marketing Team.

All embroideries must be approved by WHQ Marketing.

When using the embroidery files on apparel, the association to UTC must be made on the left sleeve. This can be done by embroidering either a UTC Gear
or the full United Technologies stacked logo. The width of the gear should be one-inch; the width of the full United Technologies logo should be three inches.

Both the Gear and the logo must appear in UTC Blue (PMS 286), black or white.

UTC Blue (PMS 286) | Black | White

or

The logo must appear in UTC Blue (PMS 286), black or white.

Introduction

When choosing promotional materials, please select an overall color that is complementary to the logotype you use (for example, for the Carrier oval logo with brand bar, preferably choose materials in grey, metallic, blue or white). The choice of logo colors depends on the background of the materials.

On a darker background, you should use the Carrier oval logo with brand bar in white. In all other occasions, we advise you to use the standard logotype in full color. You should put the logotype in a prominent position and in a readable format, so you can read the baseline or all other information that is mentioned, but never overuse the logotype.

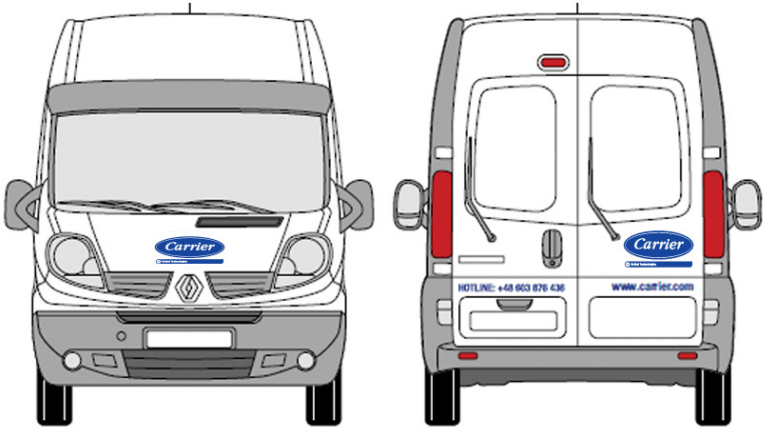
The examples shown here represent applications of the Carrier brand signature on promotional items. Particular care should be given to using the correct size logo. Instructions for choosing and scaling the proper logo, and the clear space, usage and color guidelines found in this document should be followed when applying the brand signature to promotional items.

Standard Size

Minimum Size

Minimum Size

Vehicle Signage



Font type = Helvetica Condensed (black)

Color specification for logotypes and font = Pantone PMS 072 C

Size of product logotypes = Siza and position sof the Imogotype and texte to be adjusted to the car type

Exterior Signage

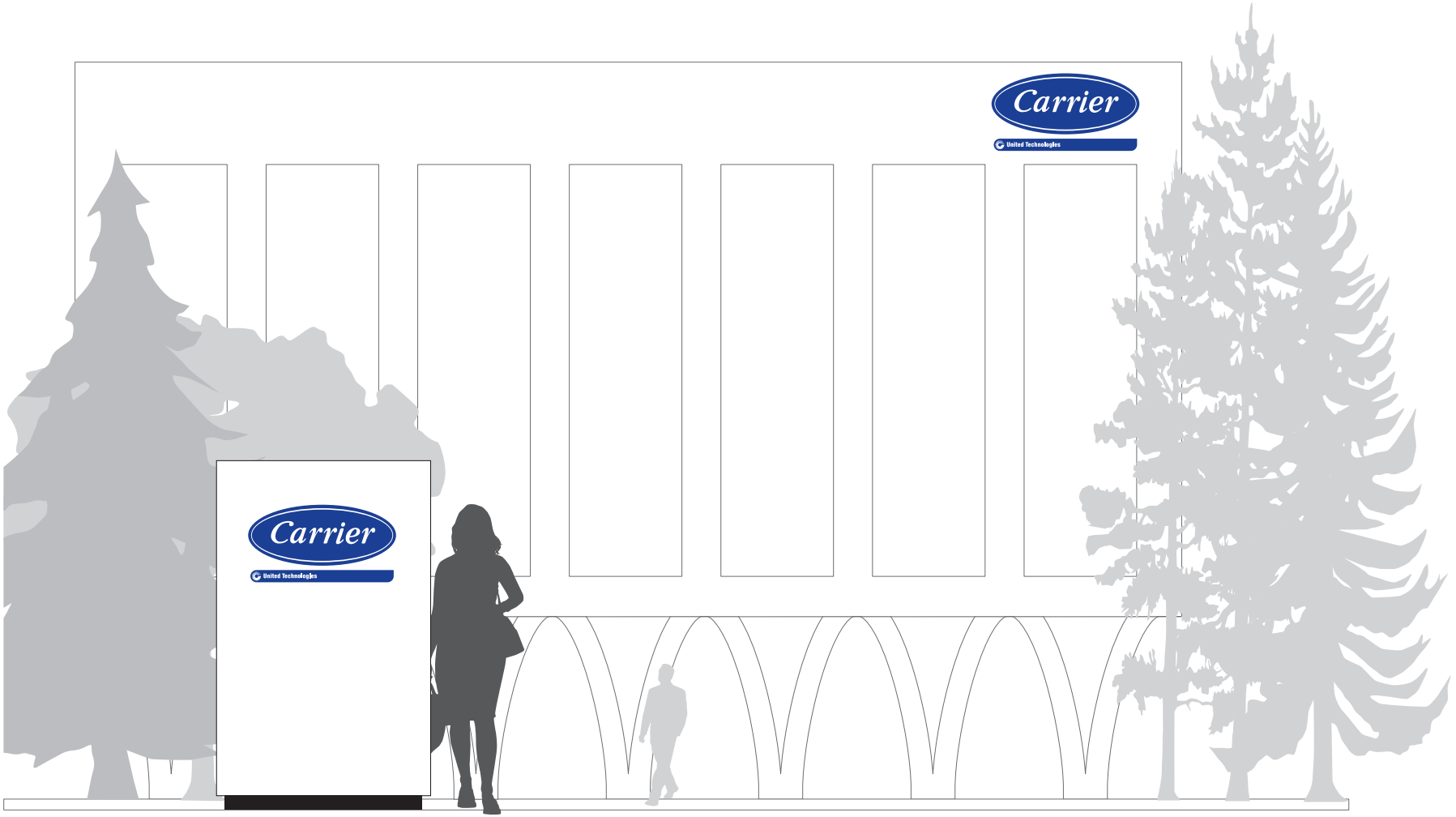


Image not to scale. For illustration purposes only.

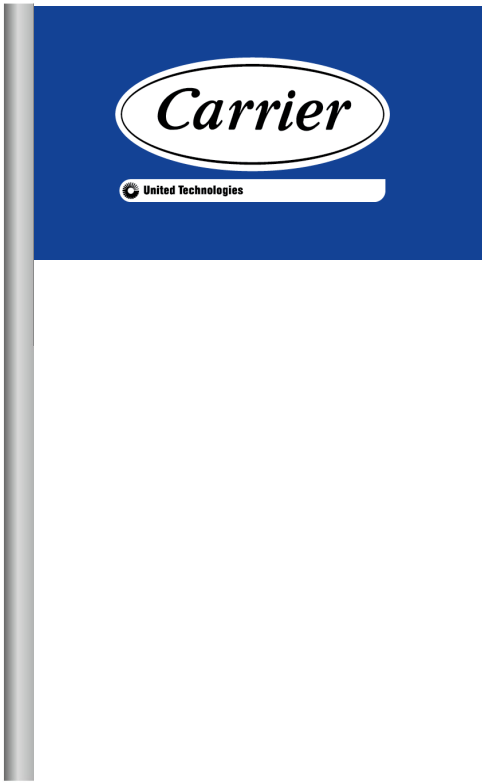
All new exterior signs, or changes to existing building signs **project needs to be send for review and approval to carrier.emea.communications@carrier.utc.com.**

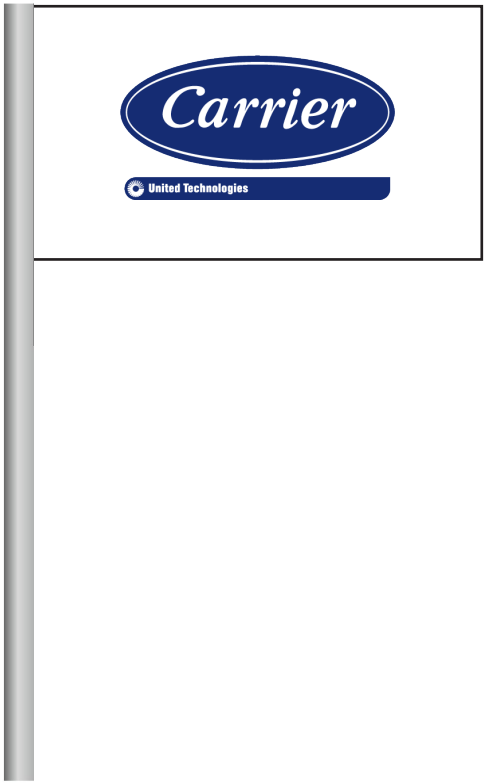
All new exterior signage must be approved by WHQ Marketing.

Exterior Signage

Directional signage

Flags





All new exterior signs, or changes to existing building signs project needs to be send for review and approval to **carrier.emea.communications@carrier.utc.com**.

If you have any questions,
please contact your
Marketing & Communications Team at
carrier.emea.communications@carrier.utc.com